

Minneapolis Institute of Art

Virtual Tours at Mia:
Best Practices and Guiding Principles
May 19, 2020

Mia

Discussion Topics

- Virtual tour requests
- Tour scheduling: dates/times and resources
- Types of tours: live presentation
- Format and Mia branding
- Rollout and promotion
- Practice sessions
- Next steps

Tour requests

- Friends and family
- Established groups: Catholic League, OLLI, book tours, DYS, JCC, others?
- General public
- School groups (later, working with STL)

Tour scheduling

- IPE/STL determine set dates and times
- Group leader contacts tour office coordinators:
scheduling system, topics, statistics
- IPE staff member confirms availability (provides support on the tour)

Types of tours

- “Live” presentation on digital platform
 - 3-5 artworks/cultural belongings
 - 40 minutes
- Models for public and private tours
 - Public groups: light-hearted, fun topics
 - Private groups: longer, more content

Format and branding

- Virtual platform: Zoom
- Google Slides (training!)
- Presentation template: Mia branding best practices

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[Title/theme]

Virtual Visit for [name of organization]

Name of Presenter

Mia

Introductions

What brings you to this virtual tour today?



Attributed to Jose Montes de Oca, Spanish
Saint Benedict of Palermo, about 1734
Polychrome and gilt wood, glass
2010.27.2



Key Ideas

- Discuss features of how Saint Benedict is depicted
- Tell the story of Saint Benedict
- Explore a contemporary image of the saint

Attributed to Jose Montes de Oca, Spanish
Saint Benedict of Palermo, about 1734
Polychrome and gilt wood, glass
2010.27.2



Discussion questions

What do you notice about how Saint Benedict is portrayed in this sculpture?

How do these features of the sculpture suggest his sainthood?

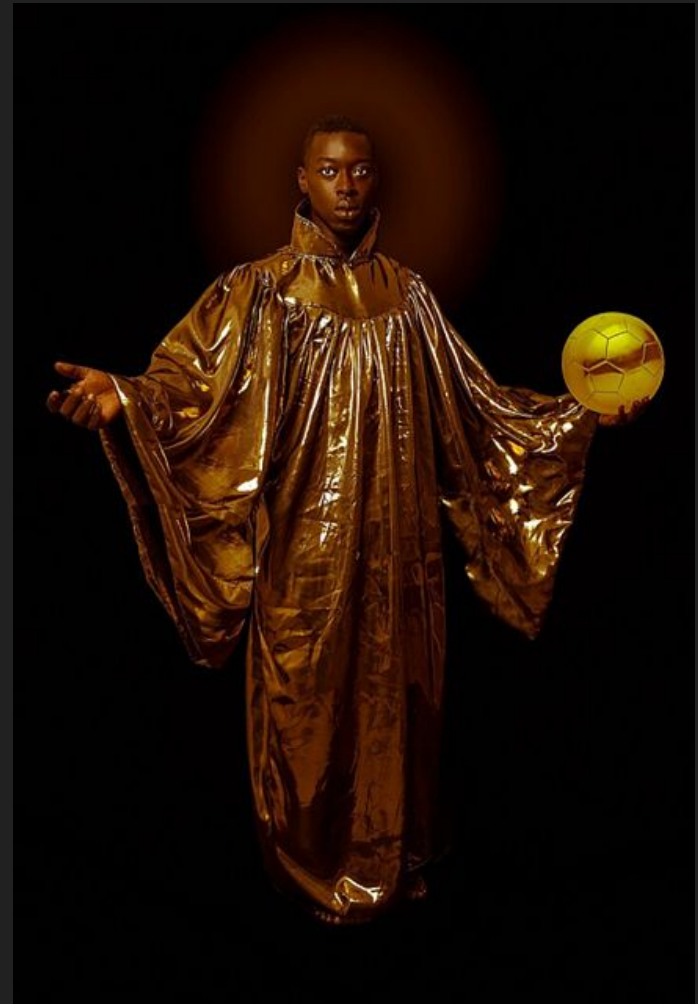
Attributed to Jose Montes de Oca, Spanish
Saint Benedict of Palermo, about 1734
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2010.27.2



Saint Benedict as seen
in the galleries

Omar Victor Diop, Senegalese
St. Bénédicte de Palerme, 2014
Inkjet print on paper mounted on aluminum
2019.25.3







Portrait of the artist
Fondation Dopper

Rollout and promotion

- Audience Engagement: working on a plan together
- Website promotion of new public tour opportunity!
- “Pay as you wish” donations to Mia

Practice sessions

- IPE staff will create tutorial videos for you to watch
- IPE staff will offer one-on-one training
- IPE staff will be present during presentations to support you

Next steps

- IPE needs to set schedule
- IPE works with Audience Engagement to promote
- IPE staff will create digital platform invitation
- Volunteer coordinates and practices with IPE staff
- Volunteer does dress rehearsal with IPE staff support
- Volunteer presents live tour with IPE staff support
 - Possible first tours - end of June